

2010



Vision for the future: from 2010 to present

The era dawning in 2010 was marked by a historic milestone in Hong Kong's secondary and higher education: the implementation of the territory-wide 3+3+4 academic reform. It was a transformation that HKBU warmly embraced as presenting an ideal opportunity to further drive forward its unique brand of whole person education. A far-reaching strategic plan, Vision 2020, was formulated to set the course for a dynamic new phase in the University's development.

The start of the new decade saw the change in leadership at Hong Kong Baptist University (HKBU). Professor Ng Ching-fai retired in June 2010, and handed the baton to Professor Albert Chan Sun-chi, who took office as the University's fourth President and Vice-Chancellor in July.

Events with vital implications for HKBU's future then shifted into high gear. In October 2010, after rounds of discussions and consultations with all sectors of the University community, President Chan unveiled the

University's strategic plan *Vision 2020*, a comprehensive blueprint that covered development over the following ten years. The series of initiatives announced in the plan came under three strategic focus areas, namely Quality Teaching and Learning, Innovative Research and Dedicated Service to the Community. The goal, as stated in *Vision 2020*, was the establishment of HKBU as the leading provider of whole person education in the region.



Professor Albert Chan, the fourth President and Vice-Chancellor



President Chan and Vice-Presidents listen to students and staff at one of the consultation sessions for the formulation of *Vision 2020*

Understandably, one of the key factors for the successful implementation of HKBU's ambitious development programme was that of funding. On that subject, HKBU has been well served by the Hong Kong Baptist University Foundation which was established in 2009. In the new decade the University performed creditably in the fifth and sixth rounds of the Government's Matching Grant Schemes, raising a total of HK\$812 million, comprising HK\$523 million in donations and HK\$289 million in matching funds from the Government. This generous support acted as crucial financial underpinning for the University as it rolled out important projects and programmes in keeping with the development plans. These included the establishment of research institutes and endowed chair professorships, teaching and learning facilities, scholarships and awards, exchange and internship programmes, community engagement activities, plus campus development and sustainability projects.



The Hong Kong Baptist University Foundation hosts an annual dinner to thank Foundation members for their support



The University presents its first Distinguished Alumni Award in March 2014 to four renowned alumni: Mr Francis Mak (second from left), Dr Daniel Tse (third from left), Ms Marianna Tsang (third from right) and Mr William Leung (second from right)

Academic development

The implementation of Hong Kong's 3+3+4 education reform in 2012-13 naturally required a radical restructuring of undergraduate programmes. It was a task necessitating a great deal of hard work and one that was carried out with enormous energy at HKBU. This was particularly so since the University viewed the new curriculum as playing a crucial role in further enhancing its whole person education ethos.

As a result, the University revised its outcome-based philosophy with a focus on seven core graduate attributes – citizenship, knowledge, learning, skills, creativity, communication and teamwork.

To this end, tremendous effort was devoted to designing a strong General Education Programme and improving existing programmes. The goal was to ensure that the University's graduates are equipped with up-to-date and in-depth knowledge of an academic speciality as well as a broad spectrum of cultural and general knowledge. A criterion-referenced assessment policy to evaluate the learning of students against a set of pre-specified qualities or criteria, without reference to the achievement of others, was also adopted.



The seven Graduate Attributes (left) and the General Education Programme (right) are among the major components of the new four-year undergraduate curriculum

Under the four-year undergraduate structure, students are required to take a total of 128 units, comprising 60 units for their major studies, 38 units for General Education programmes and 30 units for free elective courses. The additional year of studies (32 units) is intentionally allocated to General Education and free electives to provide students with a wider choice and broaden their studies.

Most of HKBU's faculties/schools moved to a faculty/school-based admission system for which core and General Education subjects are provided in the first year of study. Students have the opportunity to decide on their major at the end of the first academic year, providing them with greater flexibility than they had in the past.



Under this major change in the city's education structure, two new four-year programmes were introduced: Creative and Professional Writing, and Analytical and Testing Sciences.

A number of new taught master's programmes were also offered, in Human Resources Management, Applied Economics, Advanced Information Systems, Literary and Comparative Studies, Producing for Film,

Television and New Media, Food Analysis and Food Safety Management.

In 2010-11, there were 4,945 undergraduate students, 395 research postgraduate students and 2,926 taught postgraduate students. In 2014-15, student enrolment in undergraduate programmes rose to 6,653, with 453 students in research postgraduate programmes and 3,646 in taught postgraduate programmes.



Whole person education under the new curriculum

The newly designed General Education programmes for the four-year curriculum aim to equip students with transferable skills as well as a positive life attitude and moral values. With this goal in mind, core subjects in the programmes encompass five major disciplines. These are Arts, Business, Communication/Visual Arts, Science/Chinese Medicine, and Social Sciences. The subjects include University English, University Chinese, Public Speaking, Information Management Technology, Numeracy, Physical Education, History and Civilisation, Values and the Meaning of Life and University Life. Completion of these courses leads to the strengthening of young minds and increasing social awareness of an ever-changing and increasingly complex global community. In addition, Service

Leadership Education was introduced to cultivate students into devoted community leaders through the study of customised subjects.

In 2013-14, the General Education Off Campus project was launched to encourage students to integrate general education with their personal and professional development. In this project students participate in thought-stimulating activities such as appreciation of drama, art performance and experiential learning.

In 2014-15, a total of 154 General Education courses were offered, with many of them being inter-disciplinary subjects.



Students benefit from closer teacher-student ties and General Education Off Campus events under the new curriculum

Enhancing research strengths

Inter-disciplinary and theme-based research is a core development area of *Vision 2020*, with four focus areas. These are:

- a) Health (involving the expertise of the School of Chinese Medicine and the faculties of Science and Social Sciences);
- b) Environment (involving the expertise of the faculties of Science and Social Sciences, and School of Business);
- c) Chinese and China studies (involving the expertise of the faculties of Arts and Social Sciences as well as the School of Business); and



The University further enhances its research strengths by identifying four core focus areas

- d) Cross-cultural studies (involving the expertise of the faculties of Arts and Social Sciences as well as the School of Communication and the Academy of Visual Arts).

To further enhance its research strengths, the University initiated a number of measures in 2010. These included the appointment of research assistant professors by faculties and schools and the allocation of special funds to invite distinguished researchers to HKBU to collaborate with faculty members and also to help research students.



Nobel laureates Professor Dudley Herschbach (second from left) and Professor Torsten Wiesel (third from left) are invited by the Institute of Creativity to deliver its inaugural lectures

In 2011, the Institute of Creativity was established. The goal of the Institute is to strengthen the University's research culture, nurture a critical mass of research talent, sharpen research performance and further promote the development of inter-disciplinary and theme-based research.

In late 2011 and early 2013 the Mr Simon Suen and Mrs Mary Suen Sino-Humanities Institute and the HKBU Jao Tsung-I Academy of Sinology were established. Their aim is to promote and foster the exchange of research and communication in Chinese classical learning and Sinology among institutions in Hong Kong, the Chinese mainland, Taiwan and overseas.

An important element in President Albert Chan's strategic agenda for the University was the strengthening of research linkages with Mainland China. In February 2012, the HKBU Shenzhen Research Centre, located in the Shenzhen Virtual University Park, was officially opened. The Centre undertakes multi-disciplinary research in chemistry, biology, physics and Chinese medicine authentication and anti-inflammation and anti-cancer treatments.

In April 2013, the HKBU Changshu Research Institute opened with the signing of a memorandum of understanding for collaboration between Hong Kong Baptist University and the Changshu Institute of Technology. Under this agreement postgraduate students are admitted and an MSc in Analytical Chemistry programme is offered. In addition, research in new materials and drugs is carried out.



Master of Chinese culture Professor Jao Tsung-i (fourth from right) inaugurates the HKBU Jao Tsung I Academy of Sinology



The HKBU Changshu Research Institute opens in 2013

Three months later, upon receiving approval from China's Ministry of Science and Technology, HKBU established the Partner State Key Laboratory of Environmental and Biological Analysis (Hong Kong Baptist University) with an aim of enhancing exchange and cooperation between HKBU and Mainland China. It was HKBU's first partner state key laboratory. In October 2013, collaboration with Hunan University resulted in the opening of the Hong Kong branch of the State Key Laboratory of Chemo/Biosensing and Chemometrics of Hunan University.



The University's first partner state key lab – the Partner State Key Laboratory of Environmental and Biological Analysis (Hong Kong Baptist University)

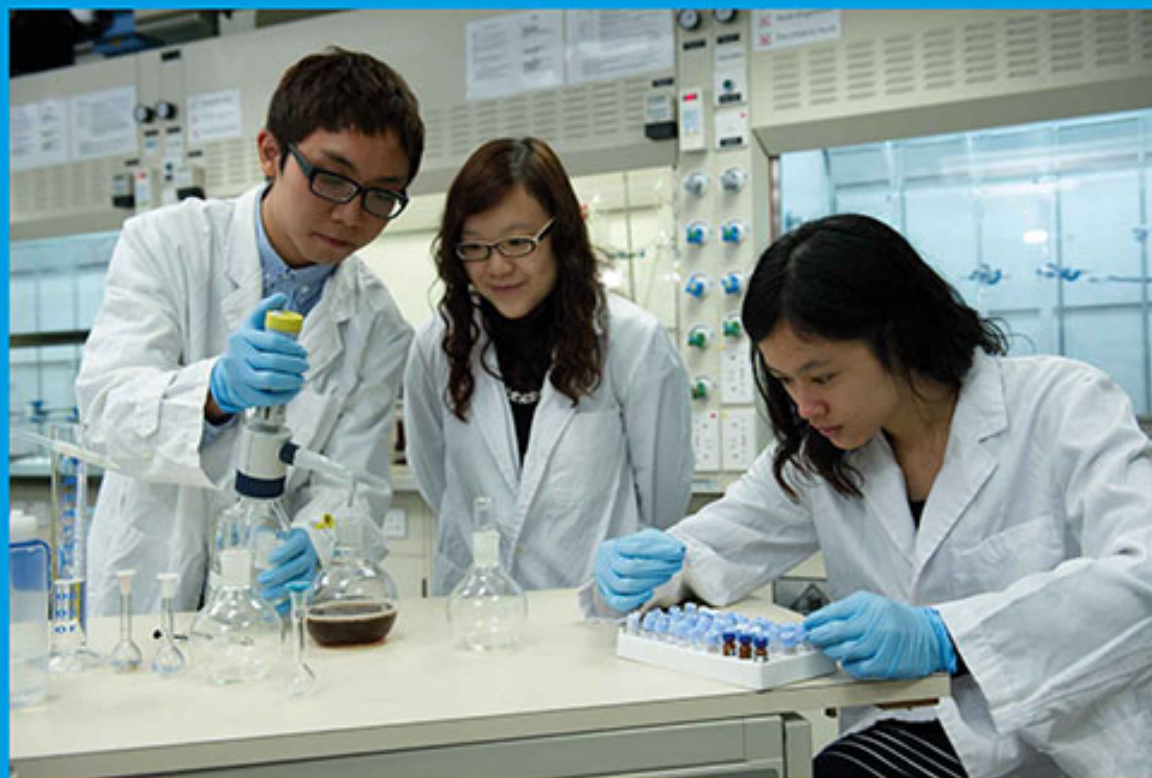


The HKBU (Haimen) Institute of Science and Technology

In April 2015, another Mainland bridgehead for HKBU was established in Jiangsu province – Hong Kong Baptist University (Haimen) Institute of Science and Technology. Located at Haimen and covering about 20,000 square metres, the Institute nurtures high-quality talents, conducts innovative research and engages in technology transfer. The focus is on energy-generating and energy-saving applications, new materials, and the uses of Chinese medicine in treating cancer, inflammation diseases, functional and organic gastroenterology disease as well as neurodegenerative diseases.

In the Research Assessment Exercise conducted by the Research Grants Council of the University Grants Committee (UGC) in 2014, HKBU was awarded the highest rating in four areas: Chinese medicine, mathematics and statistics, geography, and music. Overall, 76% of the research projects conducted were ranked as being of international standing or above.

In 2010-11, a total of 911 research projects were funded from various sources. The number increased to 1,094 in 2014-15.



HKBU receives encouraging results in the Research Assessment Exercise 2014, which finds that 76% of the University's research projects are ranked as being of international standing or above

Knowledge transfer: a new focus

One of the strategic directions included in the focus area of Dedicated Service to the Community in *Vision 2020* is transfer of knowledge. This encompasses a number of fields in which the University is increasingly active. They include technology transfer such as patent applications and the realisation of the commercial potential of the University's academic work. Also included is the transfer of knowledge in the humanities, social sciences, communication and business through consultancy work, collaborative projects and social, cultural and community engagement. Another important aspect of knowledge transfer is the development of entrepreneurial talents through the promotion of an entrepreneurial culture on campus.

Since 2010, a number of initiatives have been introduced to boost staff and student awareness of knowledge transfer. They include the Knowledge



One of the HKBU spin-off companies, OPER Technology Limited, wins the Red Herring Top 100 Global Award as well as the Top 100 Asia Award in 2015

Transfer Partnership Seed Fund, the Business Entrepreneurship Support and Training Programme, and the Matching Proof-of-Concept Fund.



The University fosters the spirit of entrepreneurship among staff and students through the Business Entrepreneurship Support and Training Programme

As of the end of 2015, five technology spin-off companies have been set up by staff or alumni with the support of the University to commercialise their innovative patented products.

Strong growth has been recorded in the number of patents filed by academics and researchers since 2010. In 2010-11, four new patents were filed and three were granted, while in 2014-15, the number of patents filed increased to 51 and six were granted.

Internationalisation in the 2010s

The drive to internationalise the HKBU campus, and also to win recognition overseas for its academic achievements, has made important strides. Of special note with regard to the latter effort, between 2010 and 2013, HKBU's School of Business achieved accreditations from the following world-renowned business education institutes: the Association to Advance Collegiate Schools of Business (AACSB International), Association of MBAs (AMBA) and the European Quality Improvement System (EQUIS). The School is now among the one percent of the world's business schools to be thus triple-accredited.

To enable more students to engage in exchanges overseas, HKBU's student exchange programme has been expanded to include students at the postgraduate level. The University's students are entitled to the Hong Kong PhD Fellowship Scheme provided by the Research Grants Council, which has also attracted outstanding postgraduate students from different parts of the world. While the Scheme attracted only a few participants in its early stages, the number increased to 14 in 2014 with students coming from Asian and European countries.



The School of Business is among the 1% of the world's business schools to have achieved triple accreditation

Another significant achievement in the University's effort to promote the internationalisation of the campus was the launch of the European Union Academic Programme in 2012-13. This is a consortium comprising HKBU, The University of Hong Kong, The Chinese University of Hong Kong and Lingnan University and is co-financed by the European Union. Located at HKBU, the programme strengthens the links between the European Union and Hong Kong through academic work and enhances students' understanding of the Union.



The first top-up summer programme offers 21 HKBU students the chance to learn more about the European Union during their stay in Brussels in 2013



TEDxHKBU forum invites speakers from Hong Kong and abroad to share their views on innovative thinking

The HKBU Model United Nations Conference, which increases students' international exposure, global awareness, and sense of world citizenship, was successfully launched in 2010. It has become an annual event at which more than 150 local and overseas tertiary and secondary school students engage in an exchange of ideas and opinions.

In 2010-11, there were 342 incoming overseas exchange students on campus and 274 HKBU students went abroad for exchange, while in 2014-15, 339 students came to HKBU and the number of outgoing HKBU students rose to 462.

Serving the community

In an important and much-appreciated service to the community, the School of Chinese Medicine started operating its clinical service across Hong Kong in 1997. As of January 2016, there are a total of 15 Chinese medicine clinics under the School, eight of which are operated directly by its Clinical Division and seven are collaborations with the Hospital Authority and non-profit making organisations. Every year the HKBU-operated clinics serve more than 200,000 patients.

The University also plans to establish Hong Kong's first non-profit-making Chinese Medicine Teaching Hospital. The University holds firmly to the view that

such a teaching hospital can maximise the strengths of Chinese medicine by offering comprehensive and systematic in-patient and out-patient treatment to benefit Hong Kong people. It could also provide local internship opportunities for Chinese medicine students of HKBU, The Chinese University of Hong Kong and The University of Hong Kong. In addition, it will benefit the Chinese medicine profession by promoting research and the development of new products.

The University has further stepped up its efforts to provide more opportunities for students to serve the community and broaden their horizons.



The provision of clinical services to the public is one of the key focus areas of the School of Chinese Medicine

Launched by the Faculty of Social Sciences in 2013, the Inter-generational Community of Practice Project expanded learning interchange between university students and secondary school participants to include older adults. The three-year project has enabled teachers to transfer academic and professional knowledge to university students, who then share their expertise with secondary school students and, eventually, with the rest of the community.

The Through Our Eyes Programme of the Academy of Visual Arts, an art education programme focused on lens-based media, is another noteworthy community project. It offers short courses for teenagers to observe and explore the community through lens-based media. The programme enhances bonding between the participants and their communities.

In April 2015, the University successfully secured a donation of HK\$62.21 million from the Hong Kong Jockey Club for its Department of Social Work to carry out the community-based Project on Career and Life Adventure Planning Programme for Youth for five years. The Project aims to build an effective, holistic and sustainable career and life planning model to help 200,000 young people aged 15-21 to pursue their life and career goals.



The Inter-generational Community of Practice Project brings together HKBU students and staff, secondary school students as well as older adults



Through Our Eyes Programme trains youngsters to explore the community through the lens

Sustainable campus and health concerns

The dawn of the new decade saw fresh initiatives to improve the environment and ambience on the fast-growing campus. In 2010, a Sustainability Policy and the Campus Sustainability Action Plan was proposed, emphasising three areas: resources and energy, a green campus and a sustainable culture. Campus Green Ambassadors were recruited from among staff and students to help develop a low carbon culture, and a number of seminars on green issues, eco-tours and green dining were arranged. Green roofs were installed on buildings.

HKBU became the first tertiary institution in the territory to commit to building a low carbon campus with the launch of its Sustainable Low Carbon Campus Project in 2010. It was also the first local institution to launch a University Policy on Paper Usage and Conservation.



Green roofs are built to provide green space on campus



Student ambassadors help promote green culture

In recognition of its green policies in its purchasing practices, the University won the Gold Prize in the Green Purchasing Award (Corporation) of the Hong Kong Green Award 2010, and the Silver Award in the Public Organisations and Utilities category of the 2011 Hong Kong Awards for Environmental Excellence.

In 2013, a green volunteer team called BU GreenieS, the first of its kind among local tertiary institutions, was established to organise voluntary activities to promote environmental awareness.



Members of HKBU green volunteer team BU GreenieS collect trash at a beach cleanup event

Campus development

Phases one and two of the University's Campus Expansion Plan were completed in mid-2010. In late 2012, the new Academic and Administration Building and the Madam Kwok Chung Bo Fun Sports and Recreation Centre were opened, marking the completion of phase three of the Plan. January 2016 saw the conclusion of the Plan when the entrance plaza of the Baptist University Road Campus was completed.

While these successes in campus development were being achieved, during early 2013 HKBU faced another challenge that would have deep implications for the local higher education sector.



The new sports hall in the Madam Kwok Chung Bo Fun Sports and Recreation Centre



Academic and Administration Building is named Winner in the category of New Building Works – Client's Representative in the Building Surveyors Awards 2015



Communication and Visual Arts Building

As an urban university with a site area of only 5.4 hectares, making it the smallest among the eight UGC-funded institutions in Hong Kong, HKBU has been facing a space shortage hampering its long-term development. Since 2005, HKBU has taken the initiative to submit plans to the Government proposing the allocation of the former campus site of Hong Kong Institute of Vocational Education (Lee Wai Lee) in Kowloon Tong (Lee Wai Lee site), which is bordered on three sides by HKBU buildings, to

HKBU for its long-term development, including the building of the much-needed Chinese Medicine Teaching Hospital and student hostels.

In December 2012, the Government presented a proposal to the Town Planning Board to rezone about 60% of the southern portion of the Lee Wai Lee site from “Government, Institution or Community” to “Residential” use.



Staff, students and alumni gather at the meeting venue of the Town Planning Board to urge the Board to reject the rezoning of the Lee Wai Lee site

As the proposed change would result in an irreversible loss to the whole society and in particular the higher education sector, the HKBU community initiated a series of actions to express its objections, including the One Person One Letter campaign. This invited members of the University and the public to express their objections to the Government's rezoning proposal during the public consultation period.

As a result, the Town Planning Board received more than 25,000 letters, of which 99.95% objected to the rezoning. Finally, the Town Planning Board decided to retain the southern portion of the Lee Wai Lee site for "Government, Institution or Community" use.



Students, staff and alumni run street booths to collect signatures from the public to object to the rezoning proposal

In late 2013, the Government announced the allocation of the northern portion of the Lee Wai Lee site to HKBU and reserved the southern portion for special education purpose.

The University submitted a proposal on the northern portion of the site to the University Grants Committee in October 2014. The proposal which adds 1,700 student hostel places and 6,900 square metres of academic space to HKBU received full support in early 2015. Slated for completion in 2022, the development will doubtless facilitate the University's further growth.



The University gains approval to build a student hostel and academic facilities at the northern portion of the Lee Wai Lee site

New leadership

In early 2014, HKBU further refined its vision set out under *Vision 2020* as follows:

“By the year 2020, the University will be the regional leader in whole person education that delivers academic excellence and innovation.”

With the retirement of President Albert Chan in July 2015, the start of the academic year 2015-16 thus heralded yet another new chapter. Entering its 60th year, which according to the Chinese tradition signifies the completion of a cycle and new beginning, HKBU appointed Professor Roland Chin as its fifth President and Vice-Chancellor.

Recognising that HKBU’s continuous growth in size and complexity requires a review of its structure to ensure that it best serves the University’s aspirations, one of President Chin’s first steps after assuming office in September 2015 was to propose the recruitment of a Provost responsible for strategic planning of the University and a Vice-President (Teaching and Learning) responsible for undergraduate education and whole person development.



Professor Roland Chin takes office as the fifth President and Vice-Chancellor in September 2015



Internationalisation will be one of the focus areas for HKBU going forward

Setting sights high and far

Striving to take HKBU to new heights as a leading provider of whole person education in the region, President Chin has worked closely with and sought advice from students, staff, alumni and other stakeholders to map out the strategies for the University's future development.

In his speech delivered at his inauguration ceremony on 16 November 2015, President Chin remarked that HKBU must play a key role in the emerging Asia higher education hub of excellence by being competitive globally, and at the same time contribute to regional and local development.



Some 300 participants of the 60th Anniversary opening ceremony create a huge human formation of the 60th Anniversary logo



Thousands of students, staff, alumni and friends of HKBU and the public joyously participate in the opening ceremony and the Health Festival held on 9 January 2016 to kick off the 60th Anniversary celebrations. A series of diamond jubilee celebratory activities and events will be held throughout the year.



Over 100 HKBU alumni and friends showcase their talents at the *We are BUddies Alumni Show* held on 30 January 2016

The University aims to build upon its solid foundation by further advancing in high impact research and enhancing quality teaching and learning. The core strategy that permeates every aspect of HKBU is “internationalisation and innovation” – from teaching and learning, research and development, and collaboration with partners, to nurturing leaders who address global challenges and contribute to social progress for a better world.

Besides creating extensive networks and launching collaborative programmes with institutions around the

world, the University will continue to provide learning experience that prepare its students for the global age. The building of a diverse student and faculty body, increase of student exchange and internship opportunities outside Hong Kong, the provision of more service learning opportunities, and growing support for language learning will help HKBU students broaden their horizons and enhance their cross-cultural competence, making them global citizens with the capacity to think, learn, create and innovate, and who are ready to face challenges ahead.



An aerial photo of the HKBU campuses in Kowloon Tong taken in early 2016